

# 2016-2017

## Annual Report

User Experience Professionals' Association UK



# A Message From The President



UXPA UK has had another great year. We have strived to deliver high quality events which have, often sold-out, featured a diverse range of speakers, and had support from more organisations through hosting and sponsorship than ever before. We thank MOO, Sainsbury's, General Assembly, DigitasLbi, UNRULY, City University, Futureheads, Open Inclusion, The Paciello Group and AbilityNet for their continued support.

In 2017 we have explored new initiatives, recognising our diverse membership base. In March, we held our first Senior Practitioner breakfast event; we hope such events will be repeated in 2018. Our mentoring scheme continues to be a great success, and the service remains one of our core offerings. Mentees and Mentors have fed back stating that both benefit from the scheme. and we will continue to look for ways to expand and improve this service.

As an organisation we are aware that many of our activities are London centric. This year, we have continually worked hard to support and develop communities outside of London, providing funds for events to ensure UX thrives across the UK. To further our engagement, a new initiative of Regional Project Leads will deliver activities under the umbrella of UXPA UK across the UK in 2018 and beyond.

A President can only carry out their duties with support from the rest of the Committee. Our committee are volunteers and I would like to take this opportunity to thank them all for their effort and dedication throughout the year. UXPA UK thrives on the efforts of our volunteers, the continued engagement from our members, and event attendees. A big thank-you to all of you who have contributed time to maintaining our community.

Finally, we are currently working on implementing changes to our membership model in 2018 so we can deliver a better service to you all.

A handwritten signature in blue ink, which appears to read 'Chris Bailey'.

**Chris Bailey,**  
President UXPA UK

Welcome to the UXPA UK Annual Report for 2017.

This report has been put together to provide members with information about what the UK Chapter of the UXPA has been up to this year, and to let them know our plans for next year.

2017 has seen us come to a point where to offer better value to our members, continue to grow, be more self-sufficient and efficient as an organisation, we need to re-examine the relationship we have with UXPA International.

As a Committee, in consultation with our members, we proposed and voted changes to the constitution which now enables the UK Chapter to put changes in place to membership, and we fully expect these changes to be realised in 2018.

If you have any ideas of ways in which we might improve the UK Chapter more in 2018, or would like to get involved, please send an email to: [secretary@uxpa-uk.org](mailto:secretary@uxpa-uk.org).

# Looking ahead to 2018

## be part of it

### Our Goals & Objectives

1. **Aspire** to be the UK's authoritative source on the practice of usability, UCD and UX
2. **Support** professional and personal development and education within the UK UCD & UX field
3. **Promote** an inclusive design ethos to make products and services across the UK accessible to all
4. **Connect** other UCD & UX organisations in London and the UK
5. **Foster** a community of UK UCD & UX professionals
6. **Provide value** for all UXPA UK members.

# Membership

## be one of us

In 2017, UXPA UK membership and engagement have grown again. We now have more than **430** UK members, **2196** people registered for our monthly Newsletter, more than **7248** followers of @uxpauk on Twitter, and our new YouTube channel continues to grow with **222** subscribers. We also have had up to **108+** attendees at each of our monthly events.

Membership is currently managed by UXPA International. There are three levels of membership to meet all our members' needs: **Global Sustaining Membership**, **Associate Membership** and **Student Membership**.

### Future Membership

In November 2017, the UK Chapter committee held an Extraordinary General Meeting with members and voted in favour of Constitutional changes, allowing us to administer our own membership. Given this development, new memberships or renewals will be affected in the following way:

- We aim to begin management of UK Chapter membership independently in Quarter 1 of 2018.

- Membership of the UK Chapter will be implemented on our own website. This simplified process will likely reduce the overall cost a member pays to join the UK Chapter.
- Current membership status is unaffected. If new members would like to join immediately, the current process still applies.
- We will retain affiliation with UXPA International; it is the joining process that will change.

### Member Benefits

UXPA UK strives to offer value to our members. Choosing to join the UXPA UK Chapter gives members many benefits:

- Free entry to our monthly events
- Access to our local mentoring scheme
- Extra discounts on local courses

For a full list of local and global discounts, take a look on our website and the main UXPA site <http://uxpa-uk.org/join-uxpa/>.

If you would like to offer discounts for UXPA members, please send an email to: [secretary@uxpa-uk.org](mailto:secretary@uxpa-uk.org).



# More ways to get involved!

There are different ways you can help us grow the UX community in the UK. Beyond being elected to the committee, individuals can get involved by taking on:

- project lead role,
- volunteering at events, or
- guest curating for events.

## Committee Roles

Committee members are elected for 2-year terms and are expected to attend monthly committee meetings, and monthly events (unless they do not reside in London). Elections for the Management Committee take place every year and all UXPA UK paid members have the right to stand and vote. The Executive committee is formed through internal elections from existing committee members.

The Executive committee roles are: **President, Vice President, Secretary and Treasurer.**

The Management committee roles are: **Professional Development, Industry Liaison, Communications Officer, UK Liaison, Events Manager and Immediate Past President.**

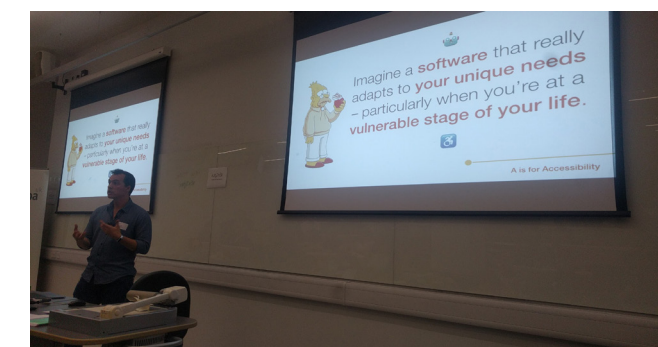
## Project Leads

Project Leads are appointed by the executive committee and are tasked to look after one of our “products” through short or long term projects, without the monthly responsibilities of meetings and events. They normally report to a committee member, but have control over their projects and the responsibility for meeting their targets.

Apart from advertised roles, we also welcome suggestions on new roles if they can help us better support the UX community in the UK.

## Volunteers

We hold monthly events throughout the year. Attendance has been growing and we need reliable volunteers to help us run these events. This can be on a regular or ad hoc basis, and can involve tasks such as tweeting, taking photographs, helping at the door or restocking refreshments.



# UXPA UK events

## Oct 2016 - Sep 2017

The last 12 months were very successful with lots of popular events covering accessibility, content strategy, psychology of UX, creativity in design and much more.

	Event Title	Sponsor	Host
2016	Oct The Future of UI	Futureheads & Facebook	Facebook
	Nov <b>UXPA UK World Usability Day -</b> Sustainability and Green UX	Futureheads	ThoughtWorks
	Dec UXPA UK and Friends Christmas Drinks	Fluent Inteaction & Futureheads	Magpie & Stump
2017	Jan UX and Video Games	Futureheads	City University
	Feb What happensnext in UX design?	Futureheads	Digitas LBi
	Mar How to develop a creative culture within a company	Futureheads	MOO
	Apr Investigating Service Design	Futureheads	Unruly Media
	May <b>UXPA UK Global Accessibility Awareness Day</b>	Futureheads & Open Inclusion	Unruly Media
	Jun UXPA UK Careers Event	Futureheads & GA	GA
	Jul What AI means for UX	Futureheads	Sainsbury's
	Aug UX Summer Pub Quiz	Fluent Interaction & Futureheads	The Phoenix
	Sep UX in Financial Services	Futureheads	City University

# Events report

## knowledge share and networking

Last year was again a very successful year with lots of popular events looking at Service Design, AI, Financial Services, Video Games, and much more.

In May we helped celebrate **Global Accessibility Awareness Day**, raising the profile of digital accessibility and people with different disabilities.

In June, we held our popular **Careers Event**, which was once again a great opportunity for employers and those looking for their next role to come together and network.

### Getting Involved

We always have opportunities for members and non-members to be more involved with the UXPA UK as speakers and volunteers at events, guest bloggers, tweeters and sketchers. If you have an idea for an event or can recommend a good speaker, we would love to hear from you.

If you can help, please send an email to: [events@uxpa-uk.org](mailto:events@uxpa-uk.org).





# Events report

## knowledge share and networking

### UK Liaison

The UXPA UK supports the UX community across the UK by:

- Covering travel expenses for speakers for regional events.
- Promoting local and regional events through our newsletter and social media channels.
- Partnering with local groups and conferences such as the Interact Conference, UX Brighton, UX Cardiff, The Research Thing, and City University HCID Open Day.

In 2018 we will seek out further engagement with UX groups outside of London, to continue our mission to support the UX community and our industry across the UK. We also encourage local UX groups or individuals looking to organise community events to engage with us directly, so we can achieve our goal of supporting initiatives across the country.

If you would like to organise an event with us directly across the country, please send an email to: [president@uxpa-uk.org](mailto:president@uxpa-uk.org).



### Accessibility

In 2017 UXPA UK continued the tradition of holding an event to mark **Global Accessibility Awareness Day**.

On May 18th, alongside over 50 events being held across the world, our speakers presented a range of conceptual and practical solutions to accessibility:

- Gavin Evans – Real life accessibility
- Zander Brade – Designing a product with mental health in mind
- Kirtika Bhuvra – Making accessibility accessible
- Hector Minto – Enabling product accessibility at Microsoft

As well as having a dedicated event, accessibility has been incorporated in our events throughout the year – a talk in January focussed on how Sony adopt inclusive practices and accessibility even featured in our famous “UX Content” round at the Pub Quiz!

As the year concluded, we once again joined the world in evangelising accessibility for our **World Usability Day** event which consisted of an

# Events report

## knowledge share and networking

evening of talks, addressing the central theme of “Inclusion through User Experience”.

We will continue to incorporate accessibility-focussed talks in our schedule for 2018.

### UX Certification

The International Usability and UX Qualification Board (UXQB) is a consortium of international experts in usability and user experience. UXQB currently develop, maintain and administer the world-wide Certified Professional for Usability and User Experience (CPUX) program.

CPUX is developed and advanced with the active participation of practitioners from participating countries and is recognised by a number of national associations including UXPA UK, UX Schweiz, UX Pro Austria, UX Denmark and the German UXPA.

UXPA UK will continue to oversee development to the curriculum and support UK based recognised training providers in delivering the scheme to practitioners in promoting good practice.



# Professional and personal education and development

## Careers Event



UXPA Annual Careers event was a huge success, following the tradition of UX Career Events organised by UXPA UK in the past.

This year it was held in the wonderful new campus of General Assembly and attended by over 200 people. 12 companies exhibited and introduced their UX presence to keen UXPA members.

The event was also very popular for recruiter CV and career advice for attendees.

Talks and panel discussion on “Hacks for Getting Hired” and “How to develop

for the role you want” were well attended by keen UX Design career starters who found the session eye opening.

## Mentoring Scheme Update

The UXPA UK Mentoring programme is offered to our UXPA UK members, and was created to help UX Designers to develop skills, network, get advice on career development and connect with the community.

The programme has grown again from last year. 9 new mentors have joined the programme to make a total of 56 mentors, helping out over 80 mentees in the past year. We get new mentee requests every week, and not just from

# Professional and personal education and development

the UK. Our mentees are based in the UK, USA, India, Australia and Spain too.

We are always looking for additional mentors to support the programme. If you are interested in giving back to the community by becoming a UXPA UK Mentor, please visit our mentoring page (<http://uxpa-uk.org/development/become-a-mentor/>) on the UXPA website to find out more.

The UXPA UK Mentoring programme is really making a difference to our members, don't just take our word for it - see what some mentees had to say:

“I have been in touch with Tim for around 5 months now, opportunities are few but he helped me a lot with my presentation skills and contributed to clear the path toward my current job. All in all a great experience and relationship that I am willing to take forward.”

- Christian

“James was extremely kind to me. He helped me a lot even he was quite busy with his job and to mentor other students. He gave me many suggestions and tips about my situation as graduating student looking for a junior position in the job market.”

- Ilario

# Professional and personal education and development

## Jobs Board

The jobs board continues to be a useful resource for the community. Over the past 12 months, **111\*** UX jobs have been advertised on the free jobs board. We also mapped our website jobs board directly to our main Twitter account so that new job postings have greater visibility to our audiences.

\*October 2016 to September 2017



# Financial report summary

I would like to present the UXPA UK accounts for the financial year ending 31st January 2017. The accounts, audited by AIMS Accountants for Business, are summarised overleaf.

I am pleased to report that UXPA UK accounts for the financial year remains in a healthy position, thanks to our event sponsors, members and the ever thriving UX community who attended our events.

Our income for the financial year was **£19,363**, which came from ticket sales, event sponsorship and UK Chapter member dues from UXPA International.

Our expenditure for the financial year went up to **£15,032**. The majority of this rise was based on catering for events, speakers expenses (including support for UX events outside London), and administrative costs.

The surplus position will enable UXPA UK to further improve the quality of our events and to better support UX groups outside of London.



# Financial report

## summary

### Profit and Loss Account for the Year Ended 31st January 2017

Turnover	£19,363
Administrative expenses	(£15,032)
Profit on ordinary activities before taxation	£4,331

### Balance Sheet at 31st January 2017

#### Current assets

Cash at bank and in hand	£17,667
Creditors: Amounts falling due within one year	(£1,454)

#### Net Assets

**£16,213**

#### Capital and reserves

Called up share capital	£5,000
Share premium account	£9,000
Profit and loss account	(£2,213)

#### Shareholders' funds

**£16,213**

Caleb Tang  
Treasurer



# Acknowledgements

## thank you

To everyone who supported us this year. We couldn't support the UX community across the UK without the generous help and support of all of our members, sponsors and volunteers.

We wish you all the best for a successful 2018.

### The Committee

Chris Bailey	President
Kristine Pitts	Vice President
Tim Daines	Secretary
Caleb Tang	Treasurer
Caroline Owen	Events Manager
James Eyke	Professional Development UK Liaison
Fiona Warner	Industry Liaison
Adam Banks	Communications
Paul Coombs	Immediate Past President

### Project Leads

Simon Whatley	Website Manager
Rik Williams	Social Media Manager
Marlene Weber	New Website
Misha Patel & Tom Cotterill	Mentoring Programme